ESTTA Tracking number:

ESTTA392885 02/11/2011

Filing date:

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	WilliamQuiqley
Granted to Date of previous extension	02/12/2011
Address	453 Broome Street Apartment 5A New York, NY 10013 UNITED STATES

Attorney	Lisa M. Ferri
information	Mayer Brown LLP
	1675 Broadway 22nd Floor
	New York, NY 10019
	UNITED STATES
	Iferri@mayerbrown.com, gscott@mayerbrown.com Phone:212-506-2673

Applicant Information

Application No	85079245	Publication date	12/14/2010
Opposition Filing Date	02/11/2011	Opposition Period Ends	02/12/2011
Applicant	Theofilos, John 7373 Rowlett Park Drive Tampa, FL 33610 UNITED STATES		

Goods/Services Affected by Opposition

Class 025. First Use: 2009/07/01 First Use In Commerce: 2009/07/01	
All goods and services in the class are opposed, namely: T-shirts	

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)	
Torres v. Cantine Torresella S.r.l.Fraud	808 F.2d 46, 1 USPQ2d 1483 (Fed. Cir. 1986)	

Mark Cited by Opposer as Basis for Opposition

U.S. Application/ Registration No.	NONE	Application Date	NONE
Registration Date	NONE		
Word Mark	If it doesn't excite you. Why bother?		
Goods/Services	T-shirt, clothing, painting, and artwork		

Attachments	Notice of Opposition for Trademark Application No. 85079245.pdf (31 pages	
)(3491364 bytes)	

Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Lisa M. Ferri/
Name	Lisa M. Ferri
Date	02/11/2011

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of tradem Filed: July 7, 2010 For the mark: If it doe Published in the Offici	sn't excite you. Why	bother?
William Quigley	Opposer,)))
V.,) Opposition No
John Theofilos	Applicant.)))

NOTICE OF OPPOSITION

Opposer, William Quigley, pursuant to 15 U.S.C. § 1063(a), hereby opposes registration of the mark "If it doesn't excite you. Why bother?" as shown in the above-identified application for use in connection with goods and/or services, including "t-shirts", in International Class 025. For the foregoing reasons, William Quigley believes and alleges that he is being and will be damaged by the registration of the above-identified application.

The Parties and the Marks

1. William Quigley is a New York-based American artist. As a successful painter, he has shown his work alongside that of Andy Warhol at the McNeil Gallery, as well as with Spanish dealers Ferran and Marisa Cano at the Cuatro Gats Gallery and with Los Angles Art dealer Manny Silverman. William Quigley's work is collected by over 600 people and includes paintings of icons such as Audrey Hepburn and Muhammad Ali, political figures such as

President William Clinton and Governor Arnold Schwarzeneggar, athletes like Shaquille Oneal and Michael Jordan, and musicians such as Eminem and Pete Francis. William Quigley also designs and sells handmade art books containing his original drawings, paintings and unique sayings and philosophies. In his paintings, handmade art books and other products, William Quigley displays a unique artistic style in which he combines his paintings and drawings with philosophical text, most notably his signature logo "If it doesn't excite you. Why bother?" to convey his distinctive aesthetic. Since 1999, William Quigley has used his signature mark "If it doesn't excite you. Why bother?" to designate his business and products. In conjunction with his signature mark, William Quigley uses the unique moniker "Skrapper" and his painting of a boxer to identify himself and his brand.

- 2. In 1999, William Quigley began working with Dispatch musical group and band member Pete Francis to produce art, music and clothing bearing William Quigley's unique "Skrapper logo" and images of his painting of a boxer. William Quigley has sold and continues to sell various products, including t-shirts and clothing, that display his artwork as well as his marks "If it doesn't excite you. Why bother?" and "Skrapper." William Quigley has built up a clientele that associates these distinctive marks with his unique aesthetic and brand, including both individual collectors as well as art dealers who buy and sell his work.
- 3. In 2004, William Quigley created the website <Skrapper.com> to display his artwork and sell art, music and clothing bearing his unique marks. On his website, William Quigley displayed and sold t-shirts, paintings, and other clothing bearing the "If it doesn't excite you. Why bother?" and "Skrapper" marks. William Quigley used this website to promote showings of his art and expand his client base by providing an opportunity for his international clientele to view and purchase art and clothing bearing his unique brand and aesthetic.

- 4. Due to the publicity garnered from his website, the popularity of his paintings and clothing and his standing in the artistic community, William Quigley has been paid up to \$60,000 for his work and has hosted celebrities such as Woody Allen, Kevin Spacey, and Shaquille Oneal in his art studio. In addition to using his mark "If it doesn't excite you. Why bother?" in his profitable work, William Quigley has also used his mark to identify his charitable contributions, including, for example, his 2005 donation of a piece of art to Milk Gallery's "Boarding for Breast Cancer" to benefit breast cancer awareness, which is currently on display at Clic Gallery in New York City.
- Theofilos. Together, in 2009, they began producing fashion t-shirts printed with William Quigley's signature mark "If it doesn't excite you. Why bother?", his unique "Skrapper" moniker and reproduced images of his paintings. The use of William Quigley's signature mark and unique moniker as well as the images of William Quigley's paintings were drawn from the body of work that William Quigley produced over the course of several decades. John Theofilos ("Applicant"), the father of Katherine Theofilos, invested in the business. At all points during his business relationship with Katherine Theofilos and the Applicant, William Quigley clearly established and maintained his exclusive rights to his signature mark "If it doesn't excite you. Why bother?" In 2010, William Quigley's business relationship with Katherine Theofilos and Applicant ended. During and after their business relationship, William Quigley expressed his clear unwillingness to relinquish his exclusive rights to his signature mark, artwork and unique moniker. Upon information and belief, Applicant used William Quigley's website password, provided during their business relationship, to appropriate his website and prevent William

Quigley from accessing it in the future. William Quigley no longer has access to the website, where t-shirts with his signature mark, artwork and unique moniker are being sold.

- 6. At all times, William Quigley maintained exclusive rights to his artwork and marks, including "If it doesn't excite you. Why bother?" William Quigley continues to use these marks in his artwork and products.
- 7. On February 2, 2011, William Quigley sent Applicant a cease and desist letter requesting that Applicant cease and desist his infringing use of William Quigley's artwork, moniker and signature mark "If it doesn't excite you. Why bother?"
- 8. Upon information and belief, Applicant is the owner of T-Squad LLC, a for-profit corporation with a principle place of business in Tampa, Florida ("T-Squad"). According to the company's articles of organization, John Theofilos and Katherine Theofilos are managing members of the "T-Squad" corporation. *See* Exhibit 1. Applicant is the father of Katherine Theofilos and entered into business with Katherine Theofilos and William Quigley in 2009 to invest in the production of t-shirts featuring William Quigley's paintings and signature mark "If it doesn't excite you. Why bother?" Applicant's business relationship with William Quigley was terminated in approximately May/June 2010. Applicant took sole control over William Quigley's website <Skrapper.com> after the termination of their business relationship.

 <Skrapper.com> advertises and offers for sale previously made and newly minted t-shirts printed with William Quigley's artwork, moniker and signature mark "If it doesn't excite you. Why bother?"
- 9. Applicant's company "T-Squad" claims ownership of the <Skrapper.com> website and markets itself to consumers as an affiliate of William Quigley through the following methods: 1) by using the "Skrapper" moniker as its domain name and title for its website; 2) by

displaying images of William Quigley's paintings; 3) by displaying images of William Quigley's handwriting; and 4) by displaying William Quigley's original sayings on the website itself and on t-shirts sold on the website, most notably his signature mark "If it doesn't excite you. Why bother?" Upon information and belief, Applicant's company, T-Squad, LLC, draws no distinction between itself and the work-product of William Quigley. T-shirts currently being sold by Applicant are being offered for sale on <Srapper.com> for over \$400 per t-shirt. Upon information and belief, Applicant has placed a purchase order for \$23,000 worth of additional tshirts brandishing William Quigley's artwork, designs, moniker and signature mark "If it doesn't excite you. Why bother?" Upon information and belief, Applicant has a relationship with the retail stores Urban Outfitters, SteveCanar.com and USTrendy.com to sell t-shirts brandishing William Quigley's artwork, designs, moniker and signature mark "If it doesn't excite you. Why bother?" Applicant knew prior to applying for a trademark in the mark "If it doesn't excite you. Why bother?" that William Quigley possesses a senior and superior right to the mark, as this information was conveyed to Katherine Theofilos, Applicant, and Applicant's wife, Elizabeth Theofilos, by William Quigley himself.

10. Applicant filed federal trademark application number 85079245 on July 7, 2010 for "If it doesn't excite you. Why bother?" for use in connection with sale of "tshirts" in International Class 025, with a claimed first use date of July 1, 2009.

<u>Likelihood of Confusion</u> Section 2(d), 15 U.S.C. § 1052(d)

- William Quigley repeats and realleges each and every allegation set forth inParagraphs 1-10.
- 12. William Quigley used his signature mark in commerce prior to the filing date of the opposed application and prior to the first use date alleged by Applicant. William Quigley's

senior rights to "If it doesn't excite you. Why bother?" date back to 1999. William Quigley therefore has priority based on his valid and subsisting use of the mark.

- 13. William Quigley printed the mark "If it doesn't excite you. Why bother?" on his business cards in 2005. These business cards were used by William Quigley in conjunction with his business of selling art, clothing and other products featuring his mark "If it doesn't excite you. Why bother?" A copy of the original proof of William Quigley's business cards can be seen at Exhibit 2.
- 14. William Quigley includes the phrase "If it doesn't excite you. Why bother?" in his paintings, an example of which is the painting entitled "Nice Cheese", which he sold in 2004. The wire transfer providing payment for this painting and indicating the inclusion of the phrase "If it doesn't excite you. Why bother?" can be seen at Exhibit 3. An image of the painting can be seen at Exhibit 4.
- In 2005, William Quigley donated a painting, painted onto a skateboard, to Milk Gallery in honor of their "Boarding for Breast Cancer" benefit for breast cancer awareness. The painting includes William Quigley's signature mark "If it doesn't excite you. Why bother?" in the lower left-hand corner of the skateboard. William Quigley's initials and the year the painting was made are painted on the lower right-hand side of the skateboard. Images of the painting, including a close-up of the mark, can be seen at Exhibit 5.
- 16. Applicant's use of William Quigley's signature mark "If it doesn't excite you.

 Why bother?" for use in connection with the same industry that William Quigley participates in and duplication of his mark and services will inevitably lead consumers to believe that Mr.

 Theofilos and his company are the source of William Quigley's fine art products and signature

mark, "If it doesn't excite you. Why bother?," or that Mr. Theofilos is affiliated, endorsed, or sponsored by William Quigley, all in violation of William Quigley's superior rights in his mark.

- On information and belief, Applicant has continued to sell merchandise with reproductions of William Quigley's fine art and William Quigley's mark "If it doesn't excite you. Why bother?" after the termination of their business relationship and in spite of his knowledge that William Quigley uses and has used this mark in association with and as part of his artwork for many years prior to entering into a business relationship with Applicant. On information and belief, Applicant has continued to violate William Quigley's senior rights to the mark "If it doesn't excite you why bother?" in spite of William Quigley's explicit reservation of his exclusive rights to the mark at all points during and after their business relationship.
- 18. William Quigley continues to associate his artwork, clothing, and business dealings with his signature mark "If it doesn't excite you. Why bother?" William Quigley has a continuing interest in using the mark "If it doesn't excite you. Why bother?" in connection with such services. Thus, William Quigley will be seriously damaged by the registration of Applicant's requested trademark.
- 19. For the foregoing reasons, William Quigley believes and alleges that he is being and will be damaged by the registration of Applicant's application Serial No. 85079245.

Fraud 15 U.S.C. § 1064 Tarres v. Cantine Torresella S.r.l. 808 F.2d 46, 1 USPO2d 1483 (Fed. Cir. 1986)

20. William Quigley repeats and realleges each and every allegation set forth in Paragraphs 1-19.

- 21. William Quigley has used the "If it doesn't excite you. Why bother?" trademark since 1999.
- 22. Upon information and belief, William Quigley's prior use of the "If it doesn't excite you. Why bother?" mark was known to the Applicant at the time of filing. Applicant knew of the senior and superior rights of William Quigley based on his business association with William Quigley in which William Quigley at all times clearly reserved his rights to the mark.
- 23. Based on his knowledge of William Quigley's prior rights to the mark "If it doesn't excite you. Why bother?" as well as his business dealings with William Quigley,

 Applicant does not have exclusive rights to the "If it doesn't excite you. Why bother?" mark.
- 24. On July 7, 2010, as part of his application, Applicant submitted a sworn declaration to the United States Patent and Trademark Office stating that, "to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive."
- 25. On July 7, 2010, as part of his application, Applicant averred that July 1, 2009 was the date of first use for the mark "If it doesn't excite you. Why bother?" The Applicant claims that July 1, 2009 is the "first use anywhere" date as well as the "first use in commerce" date. As set forth in the preceding paragraphs, July 1, 2009 is not the date of first use of the mark "If it doesn't excite you. Why bother?"
- 26. On October 21, 2010, Applicant submitted a specimen of his product to the USPTO as part of his trademark application. He refers to this specimen as "the actual hangtag attached to the clothing in the sale of the good." See Exhibit 6. The image provided by Applicant

is an exact copy of William Quigley's business cards, printed at least three years prior to his business relationship with Applicant and Katherine Theofilos. The image contains William Quigley's mark "If it doesn't excite you why bother?" as well as William Quigley's artwork, in this instance a reproduction of his painting of a boxer, his unique moniker "Skrapper" and even his own handwriting. See Exhibit 2 and Exhibit 6.

- 27. Applicant filed the declaration and submitted the specimen with full knowledge that William Quigley's rights are not only superior but, in fact, that William Quigley has not provided Applicant with any rights to the mark. Furthermore, Applicant filed the current application without providing any notice to William Quigley.
- 28. Upon information and belief, based on Applicant's familiarity with the work and prior rights of William Quigley, Applicant knowingly and intentionally misrepresented himself as the sole owner of the "If it doesn't excite you. Why bother?" mark when filing the application.
- 29. Upon information and belief, based on Applicant's familiarity with the work and prior rights of William Quigley, Applicant knowingly and intentionally misrepresented the date of first use for the "If it doesn't excite you. Why bother?" mark as July 1, 2009 in his application, despite knowledge that Mr. Quigley has used the mark in his work and in commerce since 1999.

WHEREFORE, Opposer, William Quigley, believing and alleging that he will be damaged by the registration of Applicant's "If it doesn't excite you. Why bother?" mark, requests that:

- Judgment in the present opposition be entered in favor of the Opposer and against
 Applicant, with prejudice;
 - The present opposition be sustained; and

3. Registration of the application for the trademark "If it doesn't excite you. Why bother?", Serial No. 85079245, be rejected and refused.

Respectfully submitted,

Lisa Ferri

Y in East

Genevieve Scott

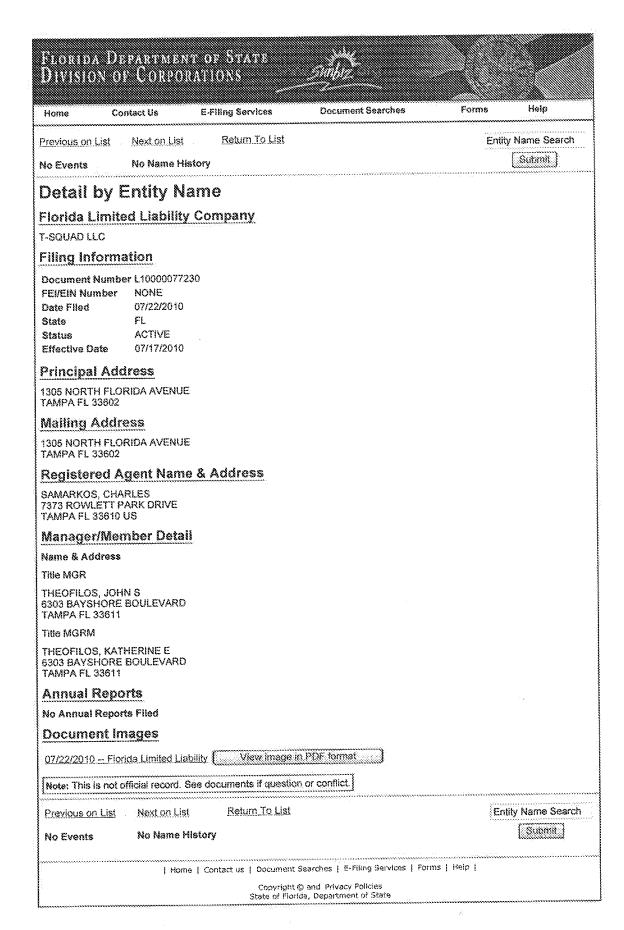
MAYER BROWN LLP

1675 Broadway

New York, New York 10019

(212) 506-2500

Attorneys for Opposer William Quigley



Electronic Articles of Organization For Florida Limited Liability Company

L10000077230 FILED 8:00 AM July 22, 2010 Sec. Of State ncausseaux

Article I

The name of the Limited Liability Company is: T-SOUAD LLC

Article II

The street address of the principal office of the Limited Liability Company is: 1305 NORTH FLORIDA AVENUE TAMPA, FL. 33602

The mailing address of the Limited Liability Company is: 1305 NORTH FLORIDA AVENUE TAMPA, FL. 33602

Article III

The purpose for which this Limited Liability Company is organized is:

ANY AND ALL LAWFUL BUSINESS.

Article IV

The name and Florida street address of the registered agent is:

CHARLES SAMARKOS 7373 ROWLETT PARK DRIVE TAMPA, FL. 33610

Having been named as registered agent and to accept service of process for the above stated limited liability company at the place designated in this certificate, I hereby accept the appointment as registered agent and agree to act in this capacity. I further agree to comply with the provisions of all statutes relating to the proper and complete performance of my duties, and I am familiar with and accept the obligations of my position as registered agent.

Registered Agent Signature: CHARLES SAMARKOS

Article V

The name and address of managing members/managers are:

Title: MGR JOHN S THEOFILOS 6303 BAYSHORE BOULEVARD TAMPA, FL. 33611

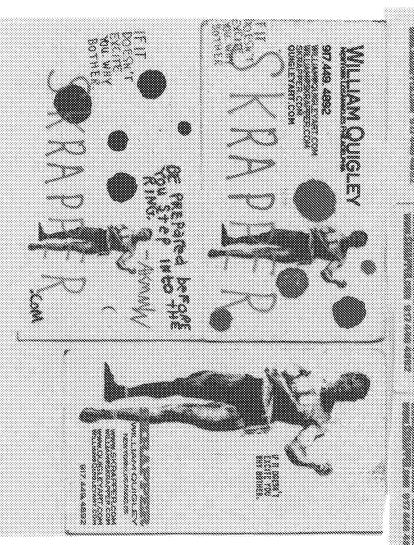
Title: MGRM KATHERINE E THEOFILOS 6303 BAYSHORE BOULEVARD TAMPA, FL. 33611

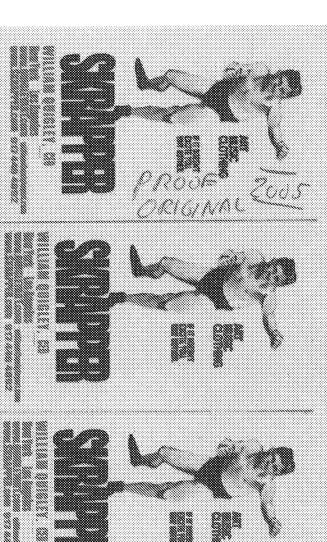
Article VI

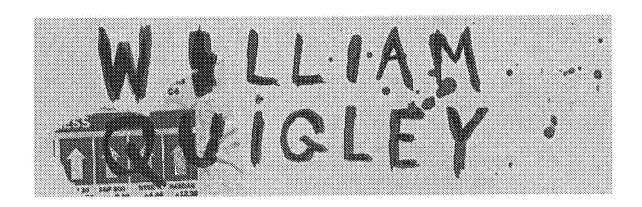
The effective date for this Limited Liability Company shall be: 07/17/2010

Signature of member or an authorized representative of a member Signature: ELISABETH THEOFILOS

L10000077230 FILED 8:00 AM July 22, 2010 Sec. Of State ncausseaux







Alfred HeitKonig ARB Realty Illumina Films Sixth Avenue, Suite New York NY 10022 917 721-2300

> QuickTime™ and a TIFF (LZW) decompressor are needed to see this picture.

July 22, 2004

This document confirms the sale of "NICE CHEESE", authenticated, created and signed by Artist William Quigley to Alfred Heitkonig and Illumina Films for \$5000. This is an oringinal painting; William Quigley dated WQ 2003-2004. Funds wired through JPMorgan Chase. July 19, 2004.

1. "NICE CHEESE" (with the caption). If it doesn't excite you Why Bother, oil on canvas 60x48" dated 2003-2004

QuickTime[™] and a TIFF (Uncompressed) decompressor are needed to see this picture.

QuickTime™ and a TIFF (Uncompressed) decompressor are needed to see this picture. QuickTime™ and a TIFF (Uncompressed) decompressor are needed to see this picture.

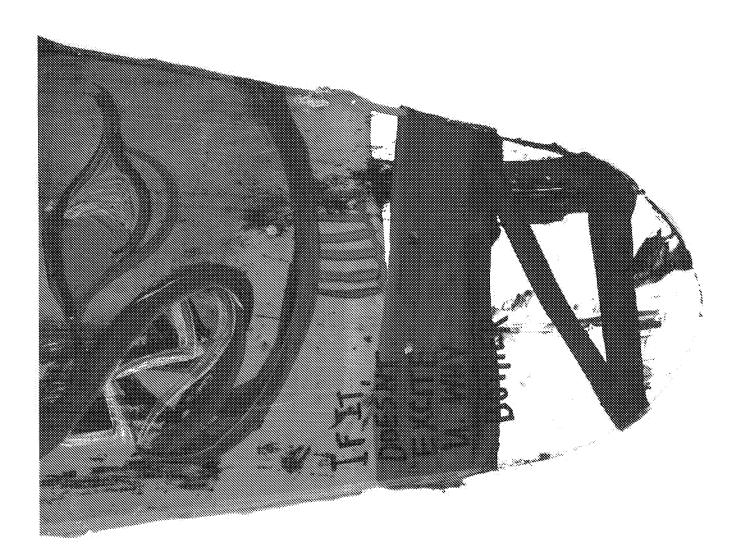
WQ 2004

453 Broome Street, 5Ath Floor, New York, NY 10001 New York 917.449.4892 <u>william@quigleyart.com</u> www.Quigleyart.com











Document Description: Response to Office Action Mail / Create Date: 21-Oct-2010 of 2 You are currently on page 1 Next Page MAI Previous Page PTO Form 1957 (Rev 9/2005) OMB No. 0651-0050 (Exp. 04/30/2011) Response to Office Action The table below presents the data as entered. Entered Input Field 85079245 SERIAL NUMBER LAW OFFICE 103 LAW OFFICE ASSIGNED MARK SECTION (no change) EVIDENCE SECTION WHCRS\EXPORTH\IMAGEOUT **EVIDENCE** 11\850\792\85079245\xml5\ROA0002.JPG FILE NAME(S) This is the actual hangtag attached the the clothing in the selling of the good. The front artwork indicated name "Skrapper" along with tag-line "If it doesn't excite you, why bother". The back is DESCRIPTION OF EVIDENCE FILE an actual SKU used for commerce in the EDI international system. SIGNATURE SECTION /katherine theofilos/ RESPONSE SIGNATURE katherine theofilos SIGNATORY'S NAME president SIGNATORY'S POSITION 10/21/2010 DATESIGNED YES AUTHORIZED SIGNATORY FILING INFORMATION SECTION Thu Oct 21 23:18:24 EDT 2010 SUBMIT DATE USPTO/ROA-71.99.210.119-2 0101021231824138072-85079 TEAS STAMP 245-470c74cbcede99de87cb8

755425a2c17189-N/A-N/A-20 101021231336018326

PTO Form 1957 (Rev 9/2005) OMB No. 0851-0050 (Exp. 04/30/2011)

Response to Office Action

To the Commissioner for Trademarks:

Application serial no. 85079245 has been amended as follows:

EVIDENCE

Evidence in the nature of This is the actual hangtag attached the the clothing in the selling of the good. The front artwork indicated name "Skrapper" along with tag-line "If it doesn't excite you. why bother". The back is an actual SKU used for commerce in the EDI international system. has been attached.

Evidence-1

SIGNATURE(S)

Response Signature

Signature: /katherine theofilos/ Date: 10/21/2010

Signatory's Name: katherine theofilos

Signatory's Position: president

The signatory has confirmed that he/she is not represented by either an authorized attorney or Canadian attorney/agent, and that he/she is either (1) the applicant or (2) a person(s) with legal authority to bind the applicant; and if an authorized U.S. attorney or Canadian attorney/agent previously represented him/her in this matter, either he/she has filed a signed revocation of power of attorney with the USPTO or the USPTO has granted the request of his/her prior representative to withdraw.

Serial Number: 85079245

Internet Transmission Date: Thu Oct 21 23:18:24 EDT 2010

TEAS Stamp: USPTO/ROA-71.99.210.119-2010102123182413

8072-85079245-470c74cbcede99de87cb875542 5a2c17189-N/A-N/A-20101021231336018326

TDR Home

This document may be displayed as a PDF file containing images without text. You may view online or save the ...uspto.gov/.../OpenServletWindow 2/3

entire document by clicking on the file download icon in the upper right corner of this page. [required PDF viewer]

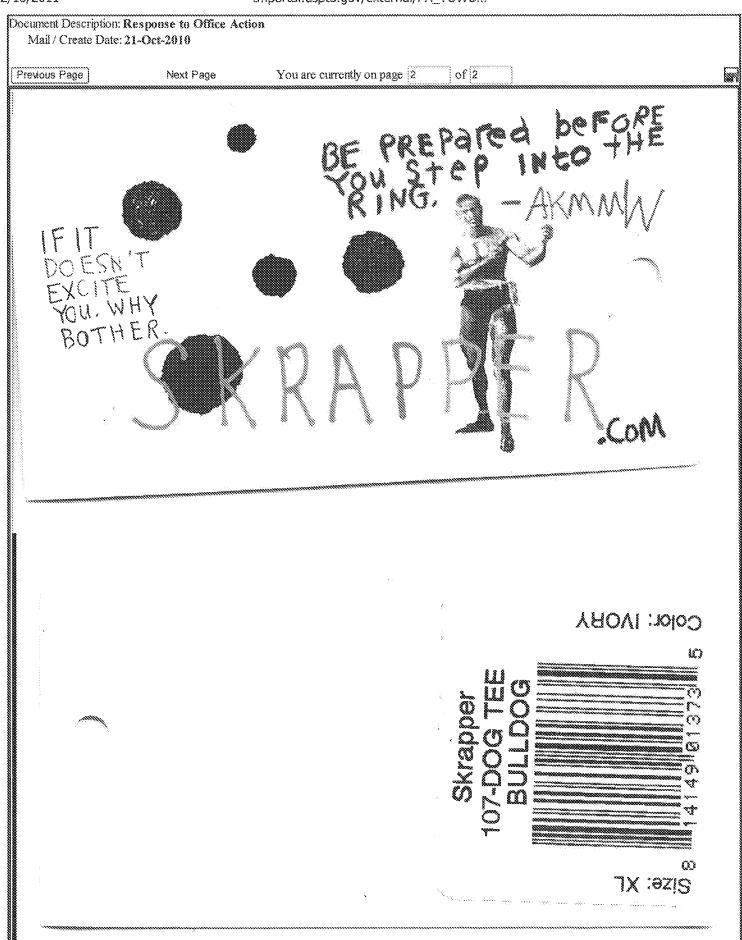
FAQ: Are you seeing only the first page of this PDF document?

If you need help:

- General trademark information: Please e-mail <u>TrademarkAssistanceCenter@uspto.gov</u>, or telephone either 571-272-9250 or 1-800-786-9199.
- **Technical help**: For instructions on how to use TDR, or help in resolving **technical** glitches, please e-mail <u>TDR@uspto.gov</u>. If outside of the normal business hours of the USPTO, please e-mail <u>Electronic Business Support</u>, or call 1-800-786-9199.
- Questions about USPTO programs: Please e-mail USPTO Contact Center (UCC).

Please Note:

- The Mail/Create Date is the date the document was loaded into the database; it is not necessarily the mailing date from which the response period, if any, flows. The mailing date is available in the prosecution history in TARR.
- Some filings made through the Trademark Electronic Application System (TEAS) are not uploaded immediately into TDR. Instead, it may take approximately seven (7) calendar days for the upload. If that amount of time has passed and your filing is still not appearing, please e-mail TDR@uspto.gov.



This document may be displayed as a PDF file containing images without text. You may view online or save the entire document by clicking on the file download icon in the upper right corner of this page. [required PDF viewer]

FAQ: Are you seeing only the first page of this PDF document?

If you need help:

- General trademark information: Please e-mail <u>Trademark Assistance Center@uspto.gov</u>, or telephone either 571-272-9250 or 1-800-786-9199.
- Technical help: For instructions on how to use TDR, or help in resolving technical glitches, please e-mail <u>TDR@uspto.gov</u>. If outside of the normal business hours of the USPTO, please e-mail <u>Electronic Business Support</u>, or call 1-800-786-9199.
- Questions about USPTO programs: Please e-mail <u>USPTO Contact Center (UCC)</u>.

Please Note:

- The Mail/Create Date is the date the document was loaded into the database; it is not necessarily
 the mailing date from which the response period, if any, flows. The mailing date is available in the
 prosecution history in TARR.
- Some filings made through the Trademark Electronic Application System (TEAS) are not
 uploaded immediately into TDR. Instead, it may take approximately seven (7) calendar days for
 the upload. If that amount of time has passed and your filing is still not appearing, please e-mail
 TDR@uspto.gov.